K-LOVE is a real positive influence on my life, providing an excellent alternative to the POP, wild man, trash mouth, radio that is supported commercially. There are no child like antics and there is no sexual inuendo jumbled into every sentence and I like it that way. I feel There are enough "other" stations on the radio dial, packed together with barely enough separation to distinctively identify their listeners. K-LOVE gives people hope through the message of the gospel, we hear it all the time. People wondering through life, lost and dillusioned with no direction rolling through the radio dial then they find K-LOVE and the right message at the right time, and they get their lives back on track.